

THE COLOR RUN

FOR IMMEDIATE RELEASE: January 23, 2012

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LIFE FEELING A LITTLE BLACK & WHITE?

Welcome To The Color Run Dallas

(Dallas, TX), JAN. 2011 – The **American Heart Association** is excited to announce that The Color Run, a one of a kind experience, is coming to Fair Park on Sunday, Feb. 19. This fun 5k is less about speed and more about getting active and enjoying a color crazy day with friends, family, and member of the community.

On Feb. 19, at 9 a.m., participants in fresh white tees will kick off the first annual Color Run Dallas. Every kilometer of the race, runners will pass through a “color zone” and emerge one color closer to a full rainbow. A little over three miles later, they’ll be crossing the finish line in full rainbow-colored glory thanks to these “color zones.”

The fun continues with a post-5k party in the park where clouds of color can be seen flying from all directions. This is the time when participants and spectators alike can take their turn making sure their friends and family have received enough of their favorite shade. Along with more color, The Color Run festival includes music, local vendors, and enough festivities to make color-powdered heads spin.

Heart disease is **still the No. 1 killer in America**, but by taking part in healthy activities, like The Color Run, you can reduce your risk of heart attack and stroke. It doesn't matter if you are a casual morning walker or a seasoned athlete; it doesn't matter if you run, walk, push a stroller, or skip; the five kilometers of The Color Run will be the most enjoyable real estate you've traveled in a very long time.

For more information, visit www.TheColorRun.com.

Watch the 2012 teaser here: <http://youtu.be/ZWsfHC-0d6A>

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For more information about the **American Heart Association's** local programs and initiatives, visit <http://heart.org/dallas>

